



What has been verified in this audit?

The CAB Exhibition Audit provides verified analysis of the attendance volume of visitors to an exhibition or event. The DesignBUILD Melbourne Exhibition had registered Trade Visitor attendees.

The audit conducted for the DesignBUILD Melbourne Exhibition provides details of the total registered trade visitor attendance reported as - total attendance, attendance per day, geographical analysis and demographic data analysis.

The DesignBUILD Melbourne, June 23 - 25, 2010 exhibition organisers presented all attendance records to establish the total trade visitor attendance figures.

Organiser:



Diversified Exhibitions Australia
 Level 8, 503-505 Kent Street, Sydney NSW 2000
 Telephone: 02 9267 0834 Fax: 02 9267 5689
 URL: www.divexhibitions.com.au
 Website: www.designbuildexpo.com.au



Date of Next Event: DesignBUILD Perth 2010, November 3 -5, 2010
 Next Venue: Perth Convention Exhibition Centre
 Perth, WA, Australia



Authorised for issue by the Circulations Audit Board June 30, 2010

All data published in this Certificate of Attendance has been audited by the CAB Auditors and is authorised for issue by the Exhibition Division of the Circulations Audit Board as at June 30, 2010. The audit was conducted in accordance with generally accepted auditing principles and industry standards. The statements made in this document fairly and accurately represent the attendance of this exhibition.

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Circulations Audit Board

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No attempt has been made to rank the information contained in this report in order of importance as the CAB believes this is a judgment to be made by the user.



EXHIBITION AUDIT REPORT



DesignBUILD Melbourne

Organiser: Diversified Exhibitions Australia

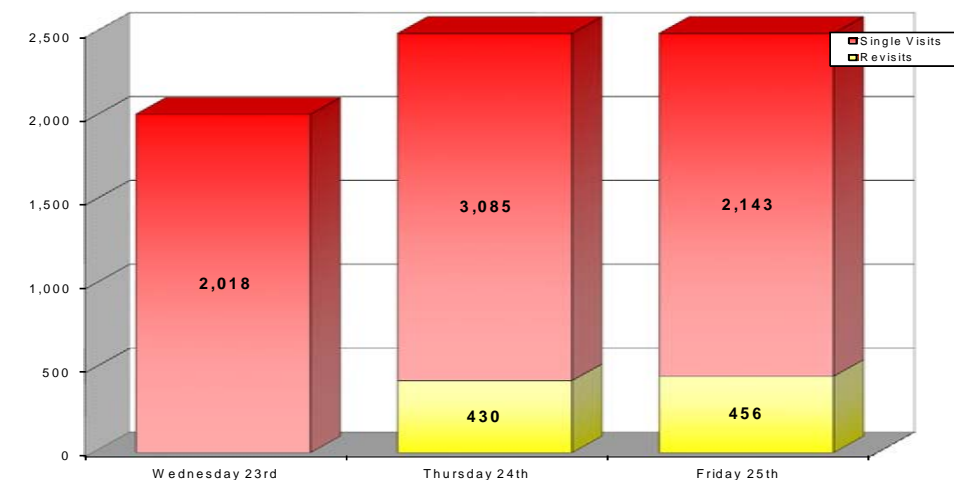
Date of exhibition: June 23 - 25, 2010

Location: Melbourne Convention Exhibition Centre
 Southbank, VIC, Australia

Summary of Attendance*

| | | | |
|-----------------------------|----------------------|-----------------|--------------|
| Total Single Visits | 7,246 | | |
| Revisits | 886 | | |
| Total Trade Visits | 8,132 | | |
| | <u>Single Visits</u> | <u>Revisits</u> | <u>Total</u> |
| Wednesday 23rd June, 2010 | 2,018 | 0 | 2,018 |
| Thursday 24th June, 2010 | 3,085 | 430 | 3,515 |
| Friday 25th June, 2010 | 2,143 | 456 | 2,599 |
| Total Trade Visitors | 7,246 | 886 | 8,132 |

* A summary of the number of trade visitors who attended the show, reported by day (one entry only per day) and categorised as first time visits and attendees who have revisited the exhibition on subsequent days. Reported attendance does not include exhibitors.

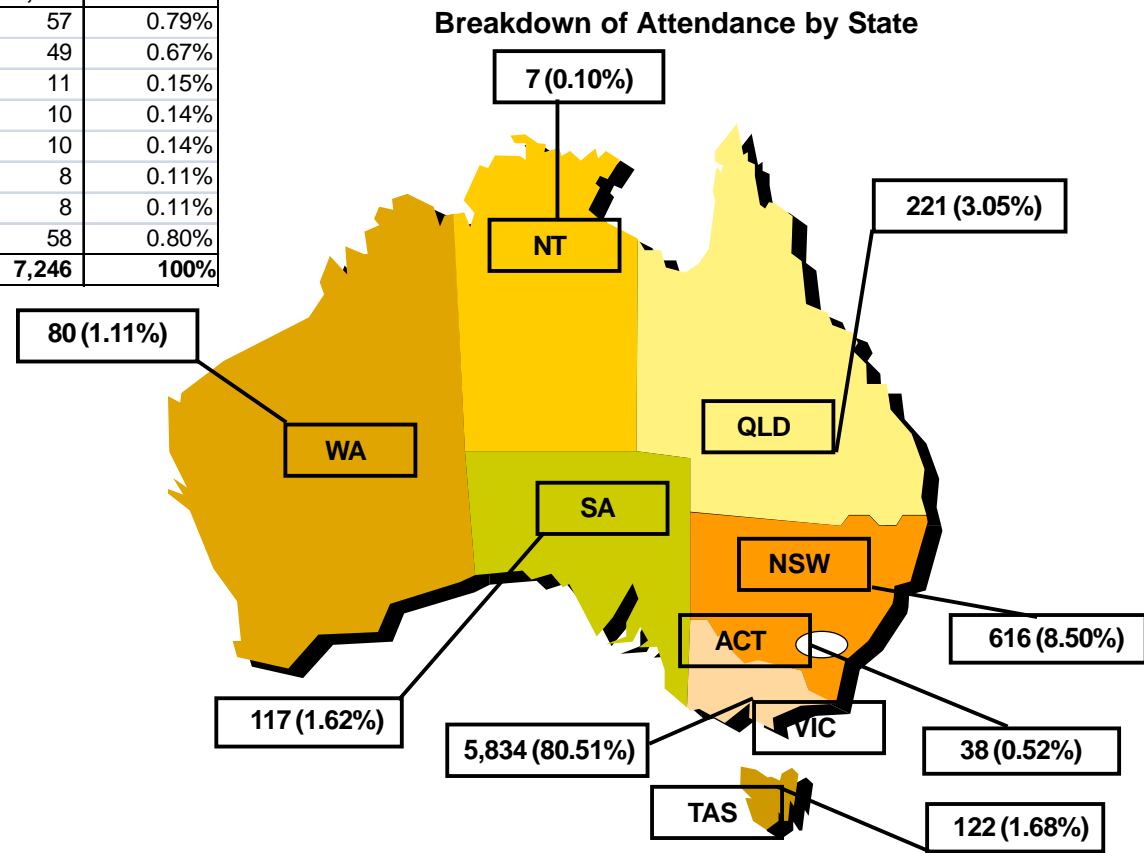




Analysis of Attendance by Geographic Area

International & Domestic

| States & Countries | No of Attendees | % of Attendees |
|------------------------|-----------------|----------------|
| NSW | 616 | 8.50% |
| VIC | 5,834 | 80.51% |
| QLD | 221 | 3.05% |
| SA | 117 | 1.62% |
| WA | 80 | 1.11% |
| TAS | 122 | 1.68% |
| ACT | 38 | 0.52% |
| NT | 7 | 0.10% |
| Total Australia | 7,035 | 97.09% |
| New Zealand | 57 | 0.79% |
| China | 49 | 0.67% |
| Malaysia | 11 | 0.15% |
| Iran | 10 | 0.14% |
| Singapore | 10 | 0.14% |
| India | 8 | 0.11% |
| Philippines | 8 | 0.11% |
| Other Overseas | 58 | 0.80% |
| Total | 7,246 | 100% |



DesignBuild/CEDIA Attendees *

| DesignBUILD/CEDIA Attendees | Wed 23rd June | Thu 24th June | Fri 25th June | Total Visits | First Visits | Re-Visits |
|--|---------------|---------------|---------------|--------------|--------------|-----------|
| DesignBuild Passed through DesignBuild Entrance (Door 2) | 688 | 1,950 | 1,592 | 4,230 | 4,027 | 203 |
| DesignBuild Passed through CEDIA Entrance (Door 6) | 200 | 385 | 286 | 871 | 845 | 26 |
| CEDIA Passed through DesignBuild Entrance (Door 2) | 118 | 272 | 150 | 540 | 483 | 57 |
| CEDIA Passed through CEDIA Entrance (Door 6) | 508 | 833 | 538 | 1,879 | 1,481 | 398 |
| Primarily came to Visit DesignBuild | 1,352 | 2,479 | 1,934 | 5,765 | 5,422 | 343 |
| Primarily came to Visit CEDIA | 672 | 1,052 | 675 | 2,399 | 1,872 | 527 |

* DesignBuild/Cedia Attendees had been provided by Info Salons as unverified figures



Analysis of Attendance by Commercial Demographics

Analysis by Main Business Activity *

| Main Business Activity | No of Responses | % of Attendees |
|-----------------------------------|-----------------|----------------|
| Apprentice | 107 | 1.48% |
| Architect | 336 | 4.64% |
| Bricklaying Contractor | 15 | 0.21% |
| Builder | 891 | 16.30% |
| Building Designer | 383 | 5.29% |
| Buyer | 86 | 1.19% |
| Cabinet Maker | 55 | 0.76% |
| Carpenter | 100 | 1.38% |
| CEO, Managing Director or Partner | 290 | 4.00% |
| Concrete Contractor | 26 | 0.36% |
| Consultant | 201 | 2.77% |
| Corporate | 21 | 0.29% |
| Defence | 2 | 0.03% |
| Designer | 168 | 2.32% |
| Distributor | 486 | 6.71% |
| Draftsperson | 86 | 1.19% |
| Education | 49 | 0.68% |
| Electrical Contractor | 241 | 3.33% |
| Employee | 67 | 0.92% |
| Engineer | 179 | 2.47% |
| Entertainment | 64 | 0.88% |
| Facility Manager | 43 | 0.59% |
| Foreman/ Supervisor | 17 | 0.23% |
| Government and Public Project | 67 | 0.92% |
| Hardware Buyer | 33 | 0.46% |
| Healthcare | 18 | 0.25% |
| Hospitality | 16 | 0.22% |
| HVAC Contractor | 14 | 0.19% |
| Independant Sales Rep | 15 | 0.21% |
| Installer | 551 | 7.60% |
| Interior Designer | 92 | 1.27% |
| Landscape Architect | 11 | 0.15% |
| Landscape Contractor | 36 | 0.50% |
| Manager | 264 | 3.64% |
| Manufacturer | 505 | 6.97% |
| Painting Contractor | 16 | 0.22% |
| Plastering Contractor | 9 | 0.12% |
| Plumbing Buyer | 45 | 0.62% |
| Plumbing Contractor | 362 | 5.00% |
| Press | 14 | 0.19% |
| Project Manager | 134 | 1.85% |
| Property Developer | 114 | 1.57% |
| Property Manager | 29 | 0.40% |
| Quantity Surveyor | 20 | 0.28% |
| Retail Supplier | 194 | 2.68% |
| Roofing Contractor | 7 | 0.10% |
| Sale Manager | 199 | 2.75% |
| Shopfitting Contractor | 5 | 0.07% |
| Specifier | 72 | 0.99% |
| Student/ Trainer/ Teacher | 275 | 3.80% |
| Sub-Contractor | 13 | 0.18% |
| Tiling & Fixing Contractor | 3 | 0.04% |
| Town Planner | 5 | 0.07% |
| Venue | 1 | 0.01% |
| Wholesaler Dealer | 103 | 1.42% |
| Other | 386 | 5.33% |
| Total Responses | 7,541 | |

* Analysis by Main Business Activity had multiple responses - % based on single visits

Analysis by Business Type

| Business Type | No of Responses | % of Attendees * |
|--------------------------|-----------------|------------------|
| Agent | 31 | 0.43% |
| Architecture & Design | 692 | 9.55% |
| Commercial Construction | 324 | 4.47% |
| Consulting | 213 | 2.94% |
| Distribution | 71 | 0.98% |
| Engineering | 93 | 1.28% |
| Fabrication | 36 | 0.50% |
| Importing | 80 | 1.10% |
| Manufacturing | 371 | 5.12% |
| Owner Builder | 109 | 1.50% |
| Plumbing | 413 | 5.70% |
| Residential Construction | 825 | 11.39% |
| Retail | 95 | 1.31% |
| Wholesale | 130 | 1.80% |
| Other | 264 | 3.64% |
| Blank | 3,499 | 48.29% |
| Total | 7,246 | 100% |

* % based on single visits

Analysis by Products/Services interested in *

| Products/Services | No of Responses | % of Attendees |
|------------------------------------|-----------------|----------------|
| Architecture & Design | 2,536 | 35.00% |
| ARID | 2 | 0.03% |
| Building Materials | 3,088 | 42.62% |
| Building Software | 1,194 | 16.48% |
| Building Technology (Automation) | 1,554 | 21.45% |
| CAD/IT | 1,136 | 15.68% |
| Construction Equipment | 1,304 | 18.00% |
| Finishes & Coatings | 1,745 | 24.08% |
| Frames & Structures | 11 | 0.15% |
| Green Building | 2,407 | 33.22% |
| HVAC | 797 | 11.00% |
| Interior Design | 10 | 0.14% |
| Kitchens & Bathrooms | 2,114 | 29.17% |
| Lighting & Electrical | 1,743 | 24.05% |
| Outdoor Design | 1,620 | 22.36% |
| Planning Permissions & Development | 7 | 0.10% |
| Plumbing | 1,612 | 22.25% |
| Tile & Stone | 1,469 | 20.27% |
| Tools & Safety | 1,371 | 18.92% |
| Urban Landscaping | 4 | 0.06% |
| Utilities/Aircon/Heating/Elect | 10 | 0.14% |
| Windows, Glass & Door Technology | 1,937 | 26.73% |
| Workers Safety | 7 | 0.10% |
| Other | 51 | 0.70% |
| Total Response | 27,729 | |

* Analysis by Products/Services interested in had multiple responses - % based on single visits

